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# New Players Lights 25's

● A carton  
of quality for  
\$1.50 less?  
No doubt  
about  
it. ●

**Super Saver  
Carton**  
Kings & 100's  
Also available in 30 mg. of

Kings: 12 mg. "tar", 0.8 mg. nicotine av.  
100's: 12 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**



Count 'em.  
**200**  
*of the finest*  
for \$1.50 less a carton.

MR's suggested retail price is  
\$1.50 less than full price brands.

